

In the Claims

Please amend the claims as follows.

1. (currently amended) A device for displaying a dispensing container comprising:
a base defining a receiving area adapted for receiving the dispensing container, said base having a bottom wall with a protuberance, said receiving area at least partially defined by said protuberance in said bottom wall;
a back member extending upwardly from said base;
a generally flexible retaining member adapted to be looped around a portion of the dispensing container and to be arranged such that when the dispensing container is disposed in said base and said retaining member is placed in tension the dispensing container is retained in said base and biased in a downward direction and toward said back member; and
a tensioner to maintain said retaining member in tension when said retaining member is looped around a portion of the dispensing container, said tensioner comprising a loop, hook and slide arrangement.
2. (previously presented) The device of claim 1 wherein said back member further comprises a slider and a back bracket, said slider and said back bracket being movable relative to each other to adjust the overall height of said back member.
3. (cancelled)
4. (withdrawn) The device of claim 3 wherein said tensioner is an adjustable screw mounted in said back member.
5. (cancelled)

6. (original) The device of claim 1 wherein said base is removable from said back member.
7. (previously presented) The device of claim 1 wherein said base has a back wall and said protuberance has a lower portion and an upper portion with said lower portion being closer to said back wall than said upper portion, said back wall and said protuberance being adapted to receive the dispensing container between said back wall and said upper and lower portion to inhibit the dispensing container from moving in said base.
8. (previously presented) The device of claim 7 wherein said base has a second protuberance.
9. (previously presented) The device of claim 8 wherein said first and second protuberances each have a lower portion and an upper portion with said lower portions being closer to said back wall than said upper portions, said back wall and said protuberances being adapted to receive the dispensing container between said back wall and said upper and lower portions to inhibit the dispensing container from moving in said base.
10. (currently amended) A device adapted for displaying a product container from a support, said device comprising;
 - a base defining a receiving area adapted for receiving the product container;
 - a back member extending upwardly from said base;
 - a generally flexible retaining member adapted for looping around a portion of the product container and arranged such that when the product container is disposed in

said base and said retaining member is placed in tension, the product container is retained in said base and biased in a downward direction and toward said back member; and

a connector engaged with said back member and adapted to connect said back member to the support;

wherein said back member has a slider and a back bracket such that adjustment of said slider maintains said retaining member in tension when the product container is disposed in said base; and

wherein said retaining member is a loop, and further having a tensioner comprising said loop and a hook attached to said slider, said loop being adapted for looping around the product container and said hook and said slider being adjustable relative to the product container for maintaining said retaining member in tension when looped around a product container

11. (previously presented) The device of claim 10 wherein said connector is adapted to connect said back member to a shelf.

12. (previously presented) The device of claim 10 wherein said connector is adapted to connect said back member to a pole.

13. (previously presented) The device of claim 10 wherein said base has a protuberance at least partially defining a receiving area for said product container.

14. (cancelled)

15. (cancelled)

16. (currently amended) A device for displaying a product container from a support, said device comprising:

a base defining a receiving area adapted for receiving the product container, said base having a bottom wall with a protuberance, said area for receiving the product container at least partially defined by said protuberance in said bottom wall;

a back member extending upwardly from said base, and being comprised of a slider and a back bracket;

a generally flexible retaining member adapted for looping around a portion of the product container and around a portion of the slider and arranged such that when the product container is disposed in said base and said slider and said back bracket are moved relative to each other the tension on said retaining member is adjusted ~~placed in tension, the product is retained in said base and biased downward and toward said back member; and~~

a connector engaged with said back member and adapted to attach to the support; ~~and~~

~~a tensioner causing said retaining member to be maintained in tension.~~

17. (previously presented) The device of claim 16 wherein said connector is adapted to attach said connector to a shelf.

18. (withdrawn) The device of claim 16 having a tensioner including a screw engaged with said retaining member and causing said retaining member to be maintained in tension.

19. (previously presented) The device of claim 16 such that the device is adapted to make at least a portion of the product container visible when displayed in said device.

20. (original) The device of claim 16 further including marketing material positioned in said back member.

21. (currently amended) A method for displaying a product container from a support comprising:

providing a base defining an area for receiving the product container;

providing a back member extending upwardly from said base, said back member comprising a back bracket and slider movable relative to each other;

placing a product container in said base;

passing a retaining member around a portion of said product container and engaging said retaining member with a ~~tensioner~~ said slider;

moving said back bracket and said slider relative to each other ~~adjusting said tensioner to place~~ adjust the tension in said retaining member ~~in tension~~ and bias ~~biasing~~ said product container in a downward direction and toward said back member; and

attaching said back member to said support.

22. (original) The method of claim 21 further including assembling said base to said back member prior to placing said product container in said base.

23. (cancelled)

24. (cancelled)

25. (previously presented) The method of claim 21 wherein said back member is adapted to be attached to a shelf.

26. (previously presented) The method of claim 21 wherein said back member is adapted to be attached to a pole.

27. (currently amended) A device for displaying a dispensing container while being mounted to a support in a store, comprising:

- a base defining a receiving area adapted for retaining a dispensing container;
- a back member extending upwardly from said base;
- an adjustable tensioner;

a retaining member adapted to be coupled to a dispensing container and to said tensioner to enable an adjustment of said tensioner to bias the dispensing container in a downward direction and against said back member, whereby the dispensing container can be firmly held in place to a support while being accessible to customers for examining the contents of the dispensing container; and

wherein said tensioner comprises a slider and a back bracket moveable relative to each other for tensioning of said retaining member during adjustment of said tensioner.

28. (previously presented) The device of claim 27 wherein said device is adapted to be attached to a store shelf.

29. (cancelled)

30. (currently amended) The device of claim 27 and further comprising:

said base having a protuberance ~~that contacts~~ adapted to contact a lower end of the a dispensing container ~~when said dispensing container is held by said retaining member.~~

31. (previously presented) The device of claim 27 wherein said retaining member comprises one or more rigid sections.

32. (original) The device of claim 27 wherein said retaining member comprises a flexible loop.

33. (currently amended) A device for displaying a dispensing container from a store shelf comprising;

a base for supporting the dispensing container;

a back member extending upwardly from said base said back member further comprises a slider and a back bracket movable relative to each other ~~and having a movable portion;~~

a retaining member adapted to surround a portion of the dispensing container and engaging said slider wherein the tension on said retaining member is adjusted by the relative movement between said slider and said back bracket ~~movable portion of said back member, said retaining member being in tension;~~

said retaining member adapted to cause the dispensing container to be biased in a direction downward and against said back member; and

a connector adapted for connecting said device to the store shelf.

34. (currently amended) The device of claim 33 wherein said retaining member engages a hook on said slider ~~movable portion of said back member is slideable in a downward direction.~~

35. (currently amended) A device for displaying a dispensing container from a support in a store comprising:

a base defining a receiving area adapted for receiving the dispensing container;

a back member extending upwardly from said base, said back member further comprises a slider and a back bracket, said slider and said back bracket being movable relative to each other to adjust the overall height of said back member;

an adjustable retaining member adapted to be positioned around a portion of the dispensing container and connected to said back member such that said retaining member retains the dispensing container in a substantially upright position in said receiving area and the dispensing container is biased downward and toward said back member;

a tensioner comprised of said slider, said back bracket, said retaining member and a hook on said slider for adjusting the tension on said retaining member; and

a connector adapted for connecting said device to the support.

36. (previously presented) The device of claim 35 wherein said connector is adapted to be connected to a store shelf.

37. (previously presented) The device of claim 35 wherein said connector is adapted to be connected to a pole.

38. (previously presented) The device of claim 35 wherein said base further comprises a protuberance, said protuberance being adapted to receive a dispensing container in said base.

39. (cancelled)

40. (cancelled)

41. (new) A device adapted for displaying a product container from a support, said device comprising;

a base defining a receiving area adapted for receiving the product container;
a back member extending upwardly from said base, the back member having a slider and back bracket being movable relative to each other; and
a generally flexible retaining member adapted for looping around a portion of the product container and for connecting to said slider, and said flexible retaining member being arranged such that when the product container is disposed in said base and said back bracket and slider are moved relative to each other, the tension in said retaining member is adjusted.

42. (new) A device adapted for displaying a product container from a support, said device comprising;

a base defining a receiving area adapted for receiving the product container;
a back member extending upwardly from said base, the back member having a slider and back bracket being movable relative to each other;
a generally flexible retaining member adapted for looping around a portion of the product container and for connecting to a hook on said slider; and
a tensioner comprised of said slider, back bracket, retaining member and hook for adjusting the tension on the retaining member.